

Session Title: Behavioral Innovation for a Decarbonized Society

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Abstract title: A case for leveraging a complete set of behavioral science tools to tackle climate change

Climate change is an immediate threat requiring an *all-hands* approach incorporating the entire behavior change toolkit to address. While the traditional levers for shifting behaviors such as raising awareness, providing monetary incentives, and passing regulations are critical, they have proven over the past decades to be insufficient. This presentation calls for expanding the toolkit of strategies by leveraging novel approaches from behavioral and social sciences including *emotional appeals*, *social influences*, and *choice architecture* as complementary strategies to traditional incentives and regulatory approach. The presentation will showcase successful applications of these novel behavioral levers of change to address environmental challenges.